King, Valerie A.

From: King, Valerie A.
Sent: Wednesday, August 13, 2003 6:40 AM
To: McCann, Amy
Subject: FW: PM Advertising

Sensitivity: Confidential

DSS: No

lighters - unique issues
→ no age requirements for areas where
→ why best mechanism

ADVERTISING MEMO 8-6-03.pdf (7.

→ provide data -
· b/c it reaches target audience?
→ unique issues - would kick-on

if problems, perhaps we can reconsider

Amy:

MDS has come back to us regarding our response to their request to use non-traditional media for the Marlboro Full Flavor study. As you may (or may not) know, we encountered difficulties in recruiting for this study. As a result, we will be running 2 additional slots (one at the Phoenix MDS site and a second in Lincoln) and increasing the overall number of study subjects. We are in the process of amending the protocol, and will be getting revised fees to amend the existing project agreements.

To that end, could you please review the enclosed attachment and let me know your comments by the end of this week? Because they would like to start the targeted recruiting as soon as possible, I'd like to let them know if these ads are appropriate.

Based on my initial review, I had some concerns about ads D & G referring to "Reds"; I also wasn't sure that it would be correct to refer to Marlboro's as "Full Flavored" or "Full Flavor" cigarettes.

Please call me if you need further details or have questions.

Thanks,
Valerie

-----Original Message-----
From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]
Sent: Wednesday, August 06, 2003 5:34 PM
To: valerie.a.king@pmusa.com
Cc: Kelli Hogeland; James Cunningham
Subject: FWD: PM Advertising
Sensitivity: Confidential

Valerie,

Attached is MDS LNK response to lighter and ashtray promotional items and revised print and radio advertising.

As mentioned in the letter, we feel that distribution of lighters as promotional items will not be limited to or necessarily promote smoking in the general public. We have also included revised specific print and radio advertising, targeting full flavor smokers. We would like to mention that print advertising usually includes newspapers and flyer distributions.

Thanks
Kim

Kimberly M. Prchal
Senior Project Manager

PM3006736175

Source: https://www.industrydocuments.ucsf.edu/docs/kryx0001

MDS Pharma Services - Lincoln, NE
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402.437.4773

Tracking:	Recipient	Read
	McCann, Amy	Read: 8/13/2003 8:25 AM

PM3006736176

Source: https://www.industrydocuments.ucsf.edu/docs/kryx0001